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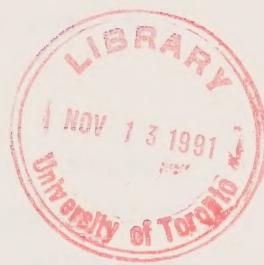
YOUTH

October 30, 1991

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FOR IMMEDIATE RELEASE

**UPCOMING CANADA CAREER WEEK TO HIGHLIGHT
IMPORTANCE OF EDUCATION**



"Education, always an important career consideration, is now the critical element in Canada's emerging job market," Minister of State for Youth, Fitness and Amateur Sport Pierre H. Cadieux said today in announcing that Canada Career Week will take place, November 3-9, 1991.

By the year 2000, it is anticipated that two-thirds of all new jobs will require at least 12 years of education. As well, if Canada is to compete worldwide, the young people filling these jobs can anticipate being part of a "training culture" that will involve lifelong on-the-job learning and several career changes.

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"With more than 15,000 occupations and 6,000 post-high school training opportunities to choose from, career decisions can be intimidating for young Canadians", said Mr. Cadieux. "Canada Career Week gives young people a chance to connect their interests and talents with the changing job market, and to experience, first hand, how important education is to tomorrow's careers."

This year's Canada Career Week theme, "Start-to-Finish", reinforces the education-employment continuum, with particular emphasis on "at risk" students who may be considering dropping out of school. Students are encouraged to first focus on completing their current education year, then to look beyond to related studies or training that can enhance their skill or career goals.

Last year, Canada Career Week activities attracted more than 2,000 employers and thousands of other participants, most of them high school students. In 1991, Canada Employment Centres across the country will again join with schools, community organizations, local businesses and students themselves to create career fairs, "job-shadowing" days, poster contests, career days, exhibits, videos, conferences, seminars and other events. As well, this year a magazine, "Getting Started", has been published in conjunction with Canada Career Week.

Part of the national Stay-in-School initiative, Canada Career Week is co-ordinated by Employment and Immigration Canada for the Minister of State for Youth.

- 30 -

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